

**The
Transportation
Authority
Of Marin
Is Seeking
Its First
Executive
Director**

UNIQUE OPPORTUNITY

This is an opportunity to develop and lead a new organization with significant voter-approved funding to implement vitally important public transportation improvements for one of the San Francisco Bay Area's most dynamic counties.

THE AUTHORITY

Created in 2004 by the Marin County Board of Supervisors pursuant to the California Public Utilities Code, the Transportation Authority of Marin (TAM) was established to administer the Transportation Sales Tax Expenditure Plan approved by Marin voters in November 2004, as well as to serve as the designated Congestion Management Agency for the County. The Authority is governed by a 16 member Board, consisting of one Commissioner from each of the eleven Marin City and Town Councils (Belvedere, Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Sausalito and Tiburon), appointed by their respective Councils, and the five members of the Marin County Board of Supervisors, all of whom are elected officials.

TAM's development stems from a four year planning effort by community leaders with extensive input by the public, the County, cities, and towns, and participation by five Citizens' Advisory Committees representing diverse interests, that resulted in the development of a Transportation Sales Tax Expenditure Plan. The Plan has a single goal:

Improve mobility and reduce congestion for everyone who lives or works in Marin County by providing a variety of high quality transportation options designed to meet local needs.

The Plan has four implementation strategies:

	%	Estimated 20-year Revenue (\$ millions)
1. Develop a seamless local bus transit system that improves mobility and services community needs, including special transit for seniors and the disabled (paratransit services).	55%	\$182.38
2. Fully fund and ensure the accelerated completion of the Highway 101 Carpool Lane Gap Closure Project through San Rafael.	7.5%	\$24.87
3. Maintain, improve, and manage Marin County's local transportation infrastructure, including roads, bikeways, sidewalks and pathways.	26.5%	\$87.87
4. Reduce school related congestion and provide safer access to schools.	11%	\$36.48
TOTAL	100%	\$331.6

A special election was held in November 2004 for Measure A, a special tax measure by the Transportation Authority of Marin to implement a 20-year Transportation Plan. Requiring a 2/3rds voter approval for passage, Marin voters passed Measure A with over **71%** approval. Measure A will increase the countywide sales tax rate from 7.25% to 7.75% beginning April 1, 2005. The proceeds from increased sales tax can only be used on the projects outlined in the Transportation Expenditure Plan. With the approval of Measure A Marin becomes a "self help county" enabling projects and programs outlined in the Plan to bring an increased share of funding from other sources.

The Authority currently operates on a \$1 million FY04-05 budget, which does not include the proceeds generated by Measure A. Temporary administrative, legal and support services as well as operating space are currently being provided via Marin County. The Authority's Board of Commissioners will appoint the Executive Director as the Authority's first employee.

THE COMMUNITY

Marin County is a dynamic community of 250,000 well-educated and involved residents. From its tidelands to the top of Mt. Tamalpais, Marin enjoys a high quality of life marked by beautiful beaches, groves of redwoods and oaks, rolling foothills and scenic valleys. The mild year-round Mediterranean climate is highlighted by cool, coastal fog tempering the warm inland temperatures of summer.

Marin County is known for its combination of rural and suburban lifestyles. A recreation destination for the entire Bay Area — the Golden Gate National Recreation Area and Point Reyes National Seashore are just two destinations out of more than 140,000 acres of



public lands within Marin. The County's active economy includes insurance (e.g. Fireman's Fund), finance (e.g. GreenPoint Mortgage), movie and video production (e.g. Lucas Films), agriculture, aquaculture, computer software (e.g. Autodesk), communications equipment, printing, and tourism. Marin is also home to the Buck Institute, a world-class institute researching the process of aging.

Marin County children excel in school. Test scores are well above the average. The 19 school districts in Marin range in attendance from 20 to 8,000. There are 74 public schools that include elementary, middle, high school, college, continuing education, alternative education, independent study and charter schools. The Marin Community College has two campuses: Kentfield and Novato. There are several private educational institutions for all age levels, including Dominican University in San Rafael.

THE POSITION

Under policy and administrative direction by the Board, the Executive Director is responsible for Authority's transportation and congestion planning, strategic planning, fiscal management, administration and all Authority activities. This includes, but is not limited to:

- building the Authority's organization from the ground up
- assisting the Board in the development and implementation of the Authority's strategic plan, policies, and objectives
- carrying out Board-adopted policies and directives
- taking steps to implement the Authority's programs and services
- advising the Board on issues of current concern to the Authority
- directing/handling Authority media and public relations
- representing the Authority with regional, State, local officials, other governmental agencies and related public interest groups
- developing and managing the Authority's budget
- handling human resources and labor relations for the Authority

It is currently anticipated that the Authority's staff (not including the Executive Director) will consist of approximately 5 FTE positions, to be appointed by the Executive Director. The Authority also currently contracts for a variety of planning and engineering services in furtherance of Measure A and Congestion Management Agency objectives. Contracted services may be an integral part of Authority operations in the years ahead under the guidance of the Executive Director.

CURRENT ISSUES AND PRIORITIES

Current issues and priorities that the Executive Director will need to address include:

Initial Operations – The Authority's Board is looking to the Executive Director to build the organization that will achieve the Authority's mission. This organizational development includes the hiring of staff, retention of additional consulting services, acquisition of office space and equipment, and the implementation of the necessary administrative systems.

Short Range Transit Improvements – Efforts to implement initial transit improvements as outlined in the Sales Tax Expenditure Plan are already being considered. The Executive Director will work quickly and closely with the Marin County Transit District to ensure improvements to be implemented are consistent with the Plan.

Strategic Plan – The Board would like to prepare a strategic plan to prioritize projects in the accomplishment of its mission over the next five-year period. The Executive Director will lead this effort.

Public Information – With the broad public approval of Measure A there is considerable interest in the Authority's progress toward implementing the Sales Tax Expenditure Plan. Under guidance from the Board, the Executive Director will develop effective public information programs to convey Authority activities and will personally participate in related efforts.

Congestion Management Plan – The Congestion Management Agency's two year congestion management plan is due to be adopted by December 2005. The Executive Director will coordinate with the Authority Board and officials from participating cities, towns and Marin County to achieve the plan's adoption.

Authority's Relationships – The Executive Director will assist the Board in clarifying the Authority's role, responsibilities, and relationship with the Marin County Transit District, the Countywide Planning Agency, and other organizations that impact local transportation.

For further information about the Transportation Authority of Marin, see its web site at: www.marintraffic.org.



IDEAL CANDIDATE

The ideal candidate will be a resourceful leader in transportation planning, public administration, engineering or closely related field with strong skills in organizational development, consensus building, staff and fiscal management, communication, strategic planning, and public relations. The successful candidate will understand the relationship between land use planning and transportation; and possess a demonstrated record of integrity, extensive energy, working independently, contacts with other leaders in transportation, and effective collaboration with elected officials and public stakeholders. Experience in California, especially within the San Francisco Bay Area, is preferred.

Specific qualifications are as follows:

EDUCATION AND EXPERIENCE

At least seven years of professional experience in transportation planning, public administration or related field, with at least three years of management experience. A Bachelor's degree in transportation planning, business, public administration, engineering or related field is expected. A Master degree in a related field is desirable.

COMPETENCIES AND PERSONAL CHARACTERISTICS

In addition to the above, the ideal candidate will:

- work effectively in a diverse community with a broad range of personalities and interests
- be an effective communicator, both orally and in writing
- be a strong leader, who knows when to be decisive
- have knowledge of Best Practices and manage the Authority's fiscal resources wisely
- be responsive to the Board
- be collaborative; a facilitator of consensus
- be a creative problem solver
- handle multiple priorities effectively
- serve impressively as Authority spokesperson when designated
- be a team builder and mentor; committed to selecting quality staff and developing them to their fullest potential
- be calm under pressure and possess a good sense of humor
- be a good listener; not easily deterred by criticism or controversy
- be politically aware and sensitive

COMPENSATION AND BENEFITS

The salary for the Executive Director is open and negotiable based on the qualifications of the successful candidate. The Authority will offer a comprehensive benefit plan including participation in a major public employment retirement system (e.g. California Public Employees Retirement System, County 1937 Act Retirement System, etc.), health insurance program, leave policies and related elements which are competitive with comparable employers. The Executive Director will play a lead role in developing the Authority's benefit plan.

The Authority Board is open to considering the provision of housing assistance in order to secure the services of its Executive Director.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

To be considered for this position, please submit a resume, and cover letter including current salary and the names of three work-related references directly to:



Kris Kristensen
CPS EXECUTIVE SEARCH
241 Lathrop Way • Sacramento, CA 95815
916 / 263-1401 • Fax: 916 / 561-7205
Email: resumes@cps.ca.gov
CPS website: www.cps.ca.gov/search

The final filing date for this position is **Friday, April 22, 2005**

Following the filing date, resumes will be screened in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultants in late April & early May. Candidates appearing best suited will be reported to the Authority. The Authority will invite approximately 5-7 candidates to participate in a series of interviews in Marin sometime May 16-20. An offer of appointment is anticipated by early June following full reference and background checks, and a final interview with the Authority's Board.